



FINLAND MEDIA LANDSCAPE

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Country Overview

EXPORTS-LED REBOUND IS BOOSTING ECONOMY AFTER A PERIOD OF LACKLUSTRE PERFORMANCE

Overview of Finland



CAPITAL
Helsinki

REGION
Europe

GDP PER CAPITA, PPP
\$46,596

GDP
\$274.0 billion

POPULATION
5,518,050

AREA
338,145 SQ.KM

Finland, a parliamentary democracy, is an international leader in providing education, and ranks high for its performances in civil rights, press freedom and quality of life.

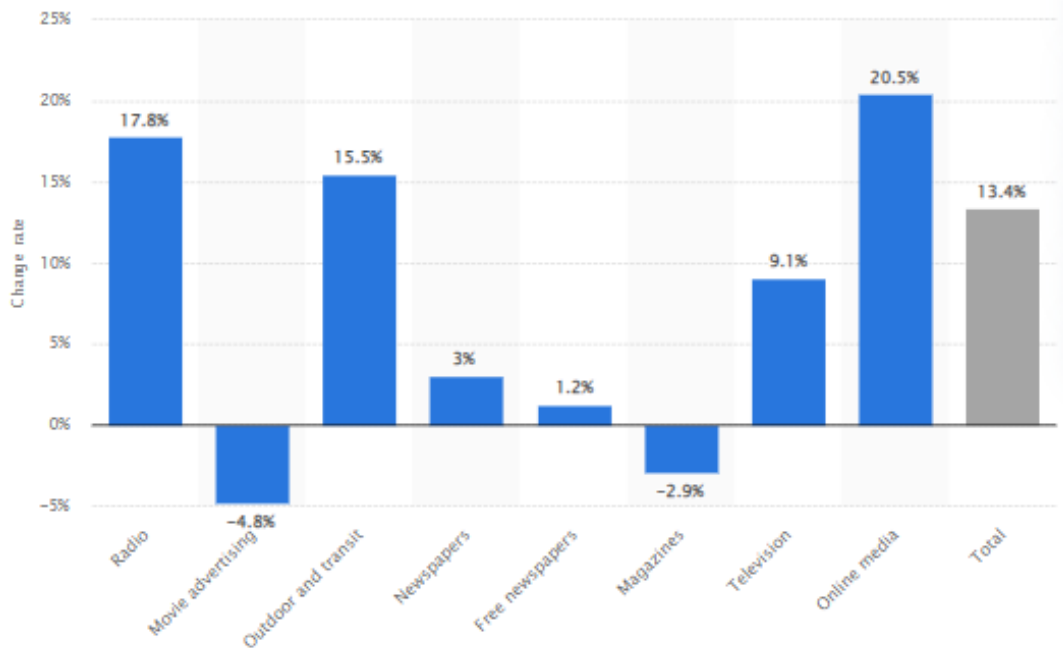
Finland is a bilingual country – Finnish and Swedish are both official languages.

Finland has a highly industrialized, largely free-market economy with per capita GDP on par with other European nations. Exports account for 1/3rd of its GDP.

Media Consumption Overview

A TOTAL OF 7 HOURS AND 57 MINUTES ARE SPENT WITH MEDIA EVERY DAY

Change In Advertising Spending In Finland In 2021, By Medium



30% of total daily media time is spent with TV- 2h 23 m



18% of total daily media time is spent with radio-2 h 28 m



A nation of readers

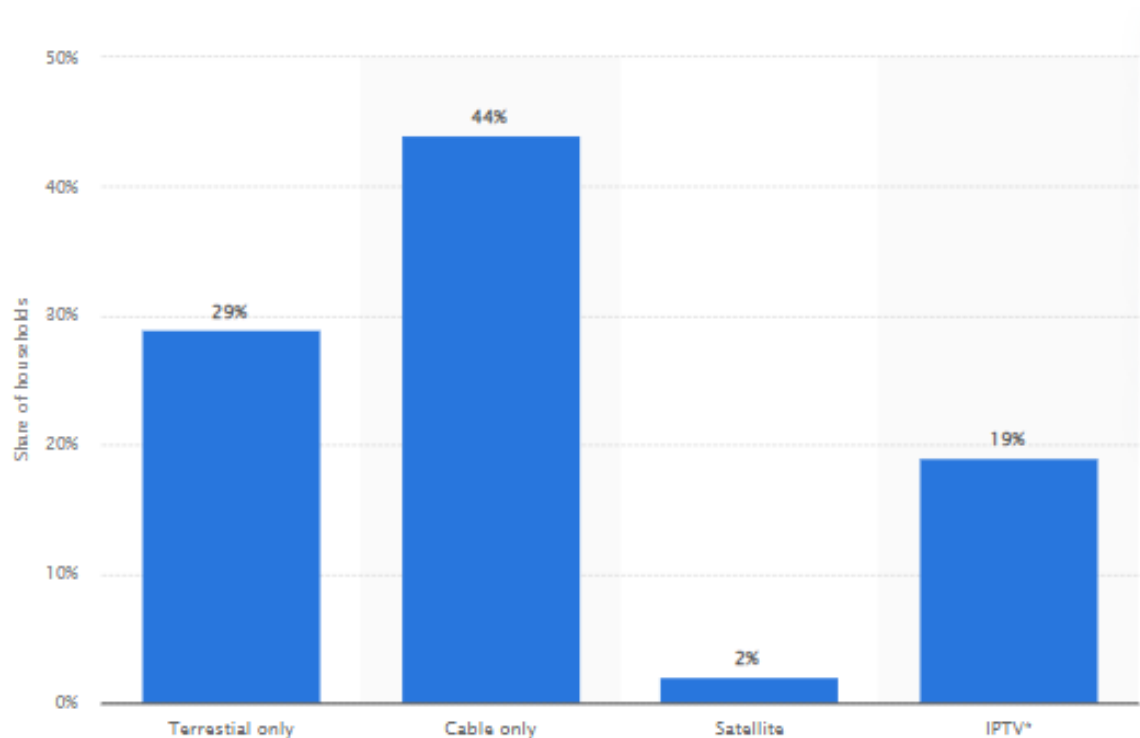


Consume more digital media than traditional

TV Consumption

TIME SPENT HAS DECREASED SLIGHTLY BUT STILL ACCOUNTS FOR A HEALTHY SHARE

TV Reception Of Households In Finland In 2021, By Type Of Connection



In 2021, the average television viewing time per day was **163 minutes** in Finland.

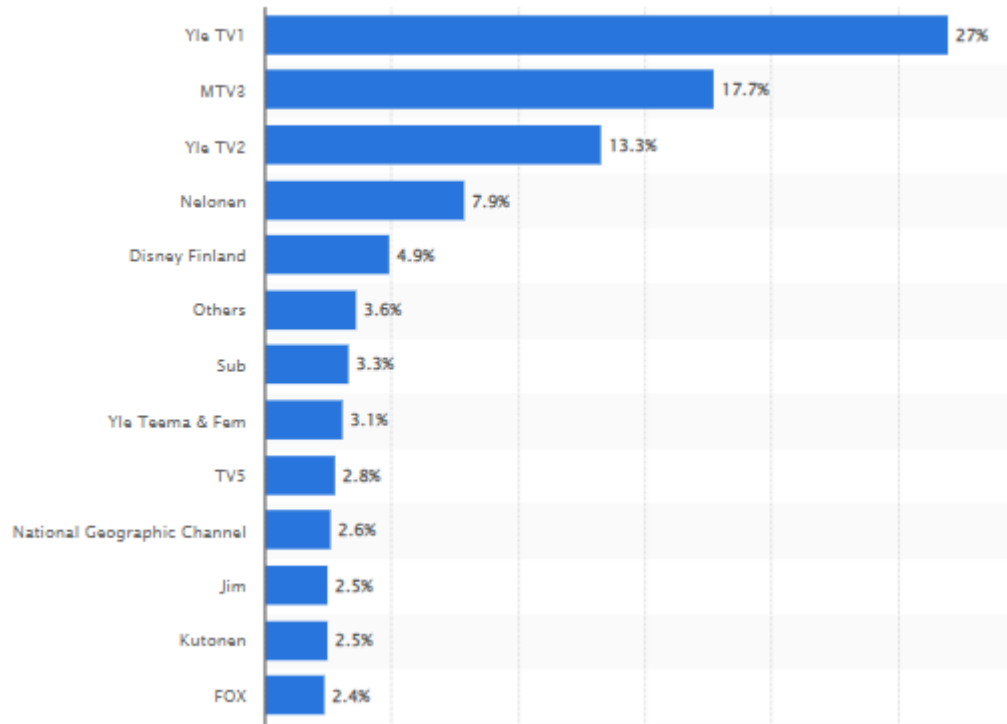
TV has a weekly reach of **86%**, amounting to **4.5 m people**.

Over the past ten years, the average time spent watching television slightly increased until 2014, but declined thereafter below 170 minutes.

TV Consumption

TOP TV STATIONS BY LANGUAGE

Leading television channels in Finland in 2021,
by audience share



Yle TV1 is the most popular TV channel in Finland, with an audience share of 27%. It is operated by broadcasting company **Yle** (Yleisradio), which reaches 43% of the population daily.



The commercial television channel *MTV3* is the second most watched TV channel with a share of 17.7%. It's run by the network **MTV**. MTV reaches 25.6% of the total population.



Nelonen has an audience share of 7.9%.

TV Consumption

TOP TV CHANNELS



Yle TV1

Yle TV1 is a Finnish television channel owned and operated by Finnish public broadcaster Yle. More than 70% of channel's programs are documentaries, news or educational programs.



Nelonen

Nelonen (Finnish for 'Four') is a Finnish commercial television channel. Much of its programming is imported Australian, American, British, and European programs with Finnish captions. Nelonen is the home of strong, domestic prime time content, family entertainment on the weekend and the best variety of films in Finland. Its main market is the 25-44 demographic.



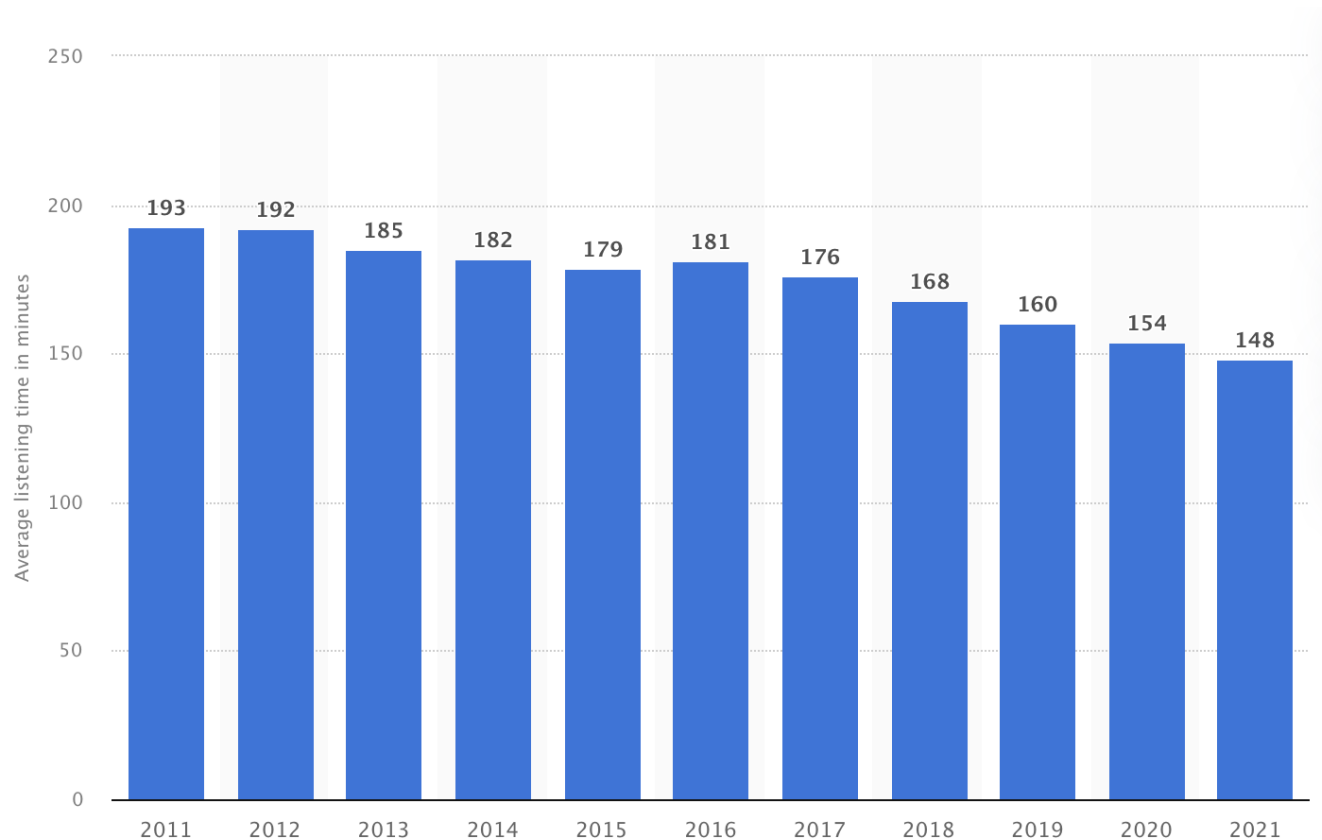
MTV3

MTV3 is a Finnish commercial television station. Much of the output of MTV3 is a mixture of Finnish versions of popular program formats and of American and British imports.

Radio Consumption

STABLE REACH DEPICTS A LOYAL LISTENERSHIP

Average daily time spent on radio listening in Finland (2011 to 2021)



Every week, commercial radio reaches 70% of Finns aged over 9.

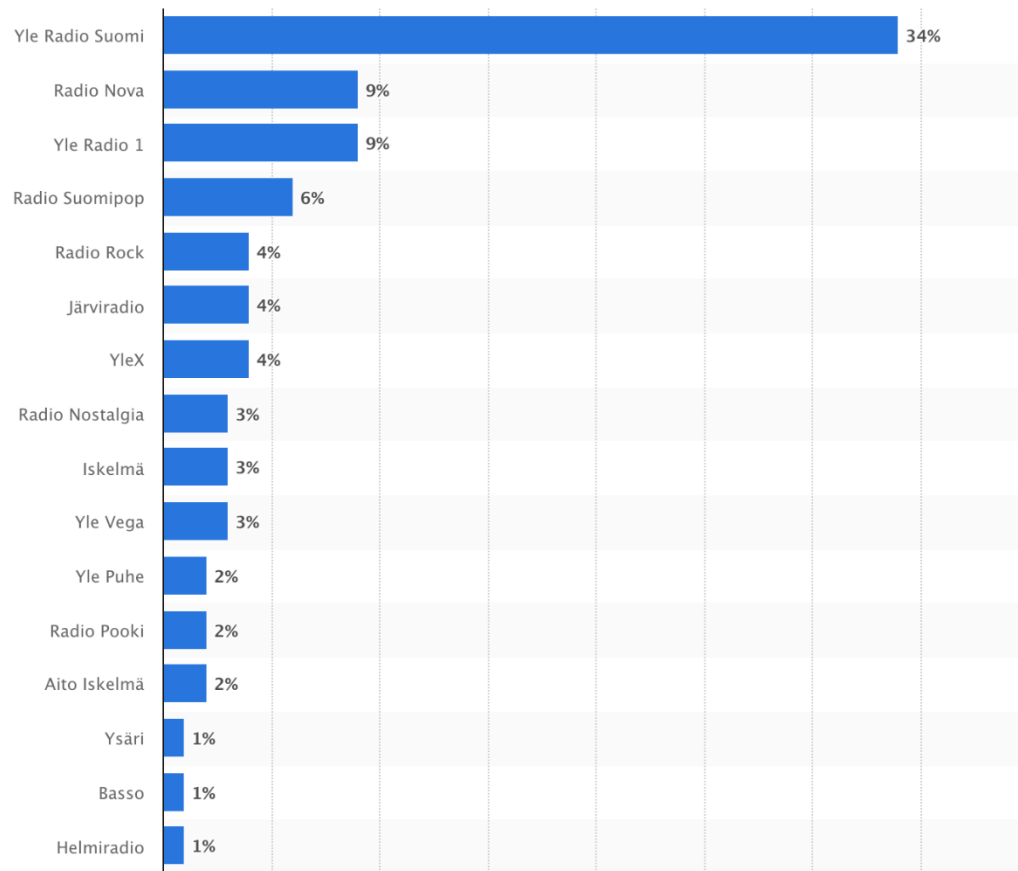
Average radio listening time in 2021 was 148 minutes

In July 2021 radio had a **weekly reach of 90%** - in line with the overall increase in media consumption due to the pandemic

Radio Consumption

COUNTRY'S TOP NETWORKS

Most popular radio stations ranked by audience share in Finland 2021



MEDIA GROUP

s a n o m a

Radio Consumption

TOP RADIO STATIONS

Yle Radio Suomi



Yle Radio Suomi is a radio channel owned and operated by Finland's national public service broadcaster Yle. The station's main focus is on music and sport, but it carries a variety of other programmes, including news and phone-ins. The channel is also noted for its live coverage of music festivals.

Radio Nova



Radio Nova is a radio channel in Finland. It specializes in playing popular music for people aged 25–44 and has hourly news bulletins.

Yle Radio 1



A radio channel for culture, in-depth current affairs, and other speech-based programs. Classical music (concerts by the Finnish Radio Symphony Orchestra), jazz, folk, world music, and religious music also feature

Radio Suomipop

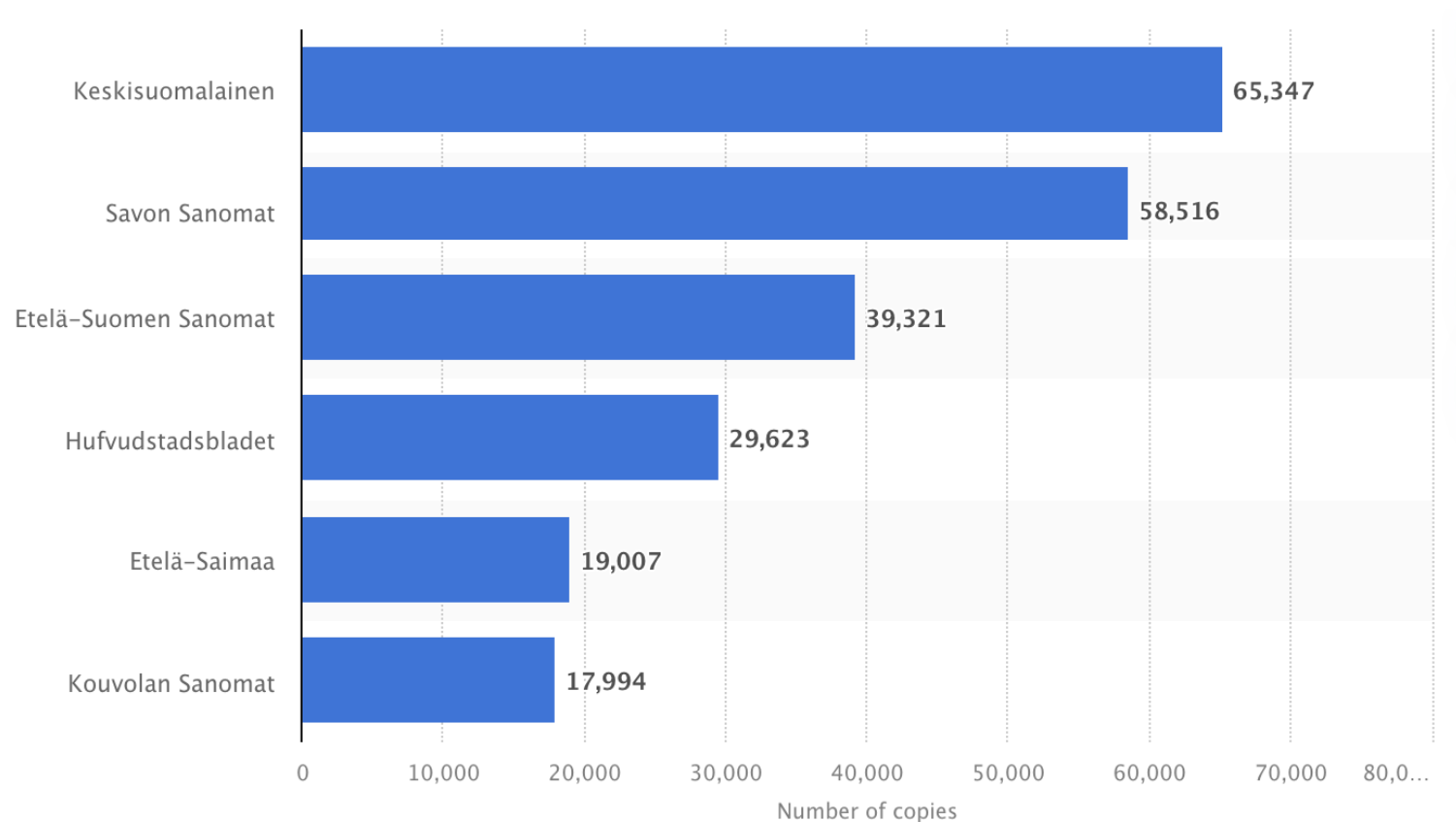


Radio Suomipop is a Finnish commercial radio station that is aimed at the 25-44 year old market and which broadcasts both traditionally and via an online presence. It only plays domestic hits and classics.

Print Consumption

TOP LEADING NEWSPAPERS IN FINLAND

Circulation of selected large daily newspapers in Finland in 2020



Print Consumption

TOP PRINT TITLES



Keski-Suomalainen **Daily Circulation: 65,347**

Keski-Suomalainen is a daily Finnish language newspaper published in Jyväskylä, serving central Finland. It has a daily readership of 124,000.



Savon Sanomat **Daily Circulation: 58,516**

Savon Sanomat is a Finnish language morning broadsheet newspaper published in Kuopio, Finland.



Etelä-Suomen Sanomat **Circulation: 39,321**

Etelä-Suomen Sanomat is a Finnish daily newspaper published in Lahti, Finland. It is the leading paper in its metropolitan area.



Hufvudstadsbladet **Circulation: 29,623**

Hufvudstadsbladet is the highest-circulation Swedish-language newspaper in Finland.

Digital Consumption

A HIGH PENETRATION RATE OF 97%

FEB
2022

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL
POPULATION



5.55
MILLION

URBANISATION

85.7%

CELLULAR MOBILE
CONNECTIONS



9.41
MILLION

vs. POPULATION

169.5%

INTERNET
USERS



5.39
MILLION

vs. POPULATION

97.0%

ACTIVE SOCIAL
MEDIA USERS



4.73
MILLION

vs. POPULATION

85.2%

Digital Consumption

FINNS SPEND MOST TIME ON YOUTUBE

FEB
2022

MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SIMILARWEB, BASED ON ANNUAL WEBSITE TRAFFIC FOR FULL-YEAR 2021



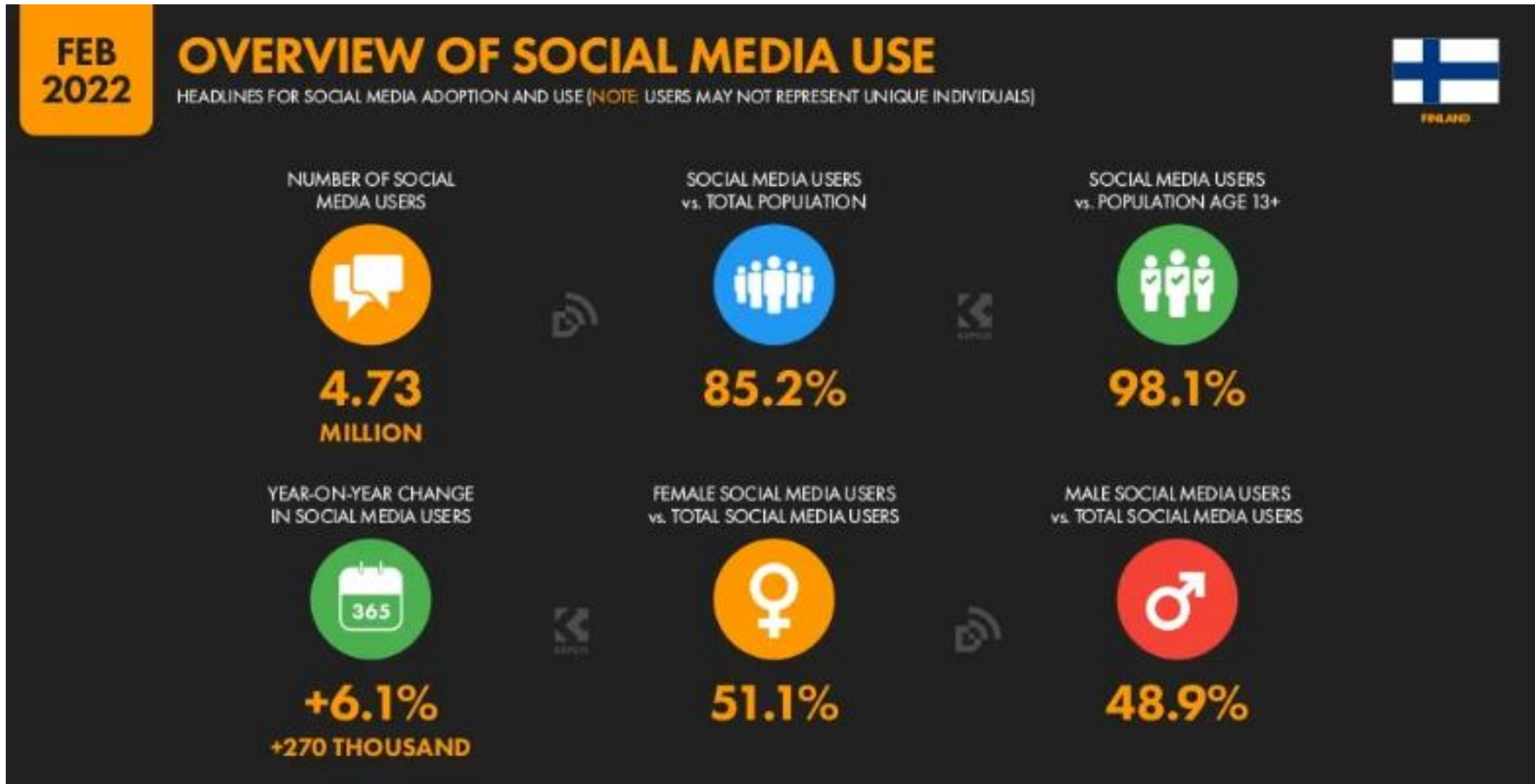
FINLAND

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	3.68B	51.7%	48.3%	11M 30S	7.92
02	YOUTUBE.COM	1.38B	13.7%	86.3%	23M 26S	11.16
03	FACEBOOK.COM	950M	39.8%	60.2%	11M 06S	8.50
04	IS.FI	853M	59.1%	40.9%	6M 18S	4.01
05	ILTAIHTI.FI	793M	58.0%	42.0%	6M 34S	4.33
06	YLE.FI	610M	50.8%	49.2%	5M 12S	3.40
07	GOOGLE.FI	411M	34.8%	65.2%	8M 41S	12.83
08	WIKIPEDIA.ORG	379M	49.0%	51.0%	4M 31S	3.80
09	H5.FI	296M	52.0%	48.0%	5M 17S	4.01
10	TORIL.FI	258M	63.0%	37.0%	8M 59S	10.95

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	FORECA.FI	230M	65.5%	34.5%	2M 01S	2.51
12	TWITTER.COM	220M	30.9%	69.1%	10M 04S	10.63
13	MTVUUTSETI.FI	212M	60.0%	40.0%	3M 38S	3.79
14	INSTAGRAM.COM	206M	45.9%	54.1%	6M 05S	8.65
15	IUMATIETIENLAITOS.FI	204M	56.8%	43.2%	2M 23S	2.45
16	OP.FI	201M	39.7%	60.3%	4M 24S	5.58
17	VEIKKAUS.FI	178M	61.8%	38.2%	8M 44S	7.52
18	REDDIT.COM	157M	23.2%	76.8%	11M 00S	7.04
19	TWITCH.TV	130M	5.8%	94.2%	10M 15S	4.80
20	SUOMI.FI	129M	47.2%	52.8%	4M 21S	5.29

Digital Consumption

OWING TO ITS SMALL POPULATION, THE SOCIAL MEDIA USING AUDIENCE IS RELATIVELY LOW



Outdoor Sites

AIRPORT SITES



Name
Panorama Network

City
Helsinki

Location
T2

Format
Digital

Screens
6

Outdoor Sites

AIRPORT SITES

**Name**

Premium travelers

City

Helsinki

Location

Departures, arrivals, transit

Format

Digital

Screens

48

Reach

18 million

Let's Discuss

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